

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

July 9, 1998

RJR Account #570300

Mr. T. Hyrb
SCHEIDELMAN, INC.

SALEM TEAR TAPE PROMOTION #800438: AUGUST

Dear Tom:

Attached are **August** orders for *Salem .30¢ Tear Tape* product. Displays should be shipped to retailer with enclosed Retailer Letter stating that displays are to be maintained at store for future product distributions. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***This product is being shipped @ .30¢ off-invoice.***

RJR will reimburse you **\$4.75** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION	S A L _ 9 8 _ . 3 0 / _ 1 P K _
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See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162206

Enc. Retail Customer List

Wholesaler Packing Instructions

AUGSAL.DOC

51854 8813

AUGUST DELIVERY
SALEM TEAR TAPE

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM PRIOR PRODUCT DISTRIBUTIONS TO MEET AUGUST DISTRIBUTION AS NEEDED*****

12 Displays (Item #541964)

SKU CUBE: 0.5020
SKU WT (w/o Product): 1.1350 lbs
Retail Sales Offers per SKU: 40 units
Billing per SKU: 4 Cartons

PRODUCT PO # 072898

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	1
12300-24196	Light	1
12300-24197	Light 100	1

PRODUCT / DISPLAYS ARRIVAL: JULY 28, 1998
SHIP DATE TO RETAIL: WEEK OF: AUGUST 10, 1998

EFT \$ AMOUNT: \$1,298.44

PACKING / SHIPPING PAYMENT \$19.00
(4 (6M) promoted case(s) @ \$4.75).

AUGUST Drive Period 808 / Promotion #800438**PROMOTION DESCRIPTION:**

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER
AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.

AUGUST DELIVERY

51854 8814

WHOLESALER : 570300 SCHEIDELMAN, INC. <DIRECT>
 TEMPLATE : 800438 80800 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	TAX JURIS	SUPPLIER
162206	172352	WILLIAMSON FOODLAND	102 E SCHUYLER ST	BOONVILLE	NY	13309	2	2	2	2	8			
162206	172450	VELLAS HOMETOWN MKT	45 REDFIELD ST	CONSTANTIA	NY	13044	2	2	2	2	8			
162202	172451	NU MART, INC.	2328 STATE ROUTE	WEST MONROE	NY	13167	2	2	2	2	8			
162206	173070	SAL'S GROCERY	115 N MAIN ST	CANASTOTA	NY	13032	2	2	2	2	8			3038
162206	419907	NICE N EASY #2501	12200 STATE ROUTE	POLAND	NY	13431	2	2	2	2	8		NYS	
162206	539527	BAILEY'S STOP & SHO	12034 STATE ROUTE	REMSEN	NY	13438	2	2	2	2	8			
162206	596637	HILLTOP MARKET	ROUTE 26 - BOX 30	WEST LEYDEN	NY	13489	2	2	2	2	8			3026
162206	667897	BOB'S COUNTRY STORE	ROUTE 166	ROSEBOOM	NY	13450		2			2			0022
162202	696617	C&J'S GROCERY	370 COUNTY ROUTE	PENNELLVILL	NY	13132	2	2	2	2	8			0205
162202	753483	LOFFT'S MARKET	2651 ERIE DR	WEEDSPORT	NY	13166	2	2	2	2	8			650
162206	769173	NICE N EASY #2502	8035 STATE ROUTE	BARNEVELD	NY	13304	2	2	2	2	8			
162206	787328	FREDS FAMILY FOODLA	3478 ONEIDA ST	CHADWICKS	NY	13319	2	2	2	2	8			

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 22 24 22 22 90

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 22 24 22 22 90

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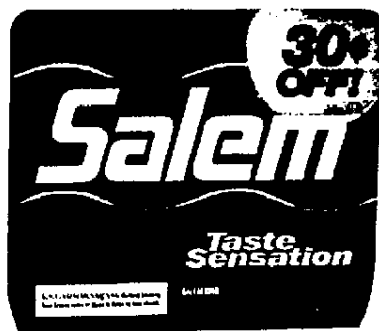
Salem '98

30¢ Off Pack Promotion

**NOW
OFF-INVOICE**

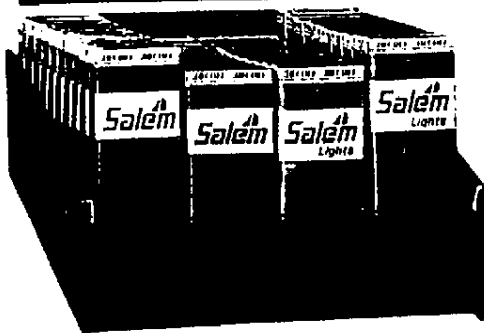
- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS

**NEW
FOR
'98!**



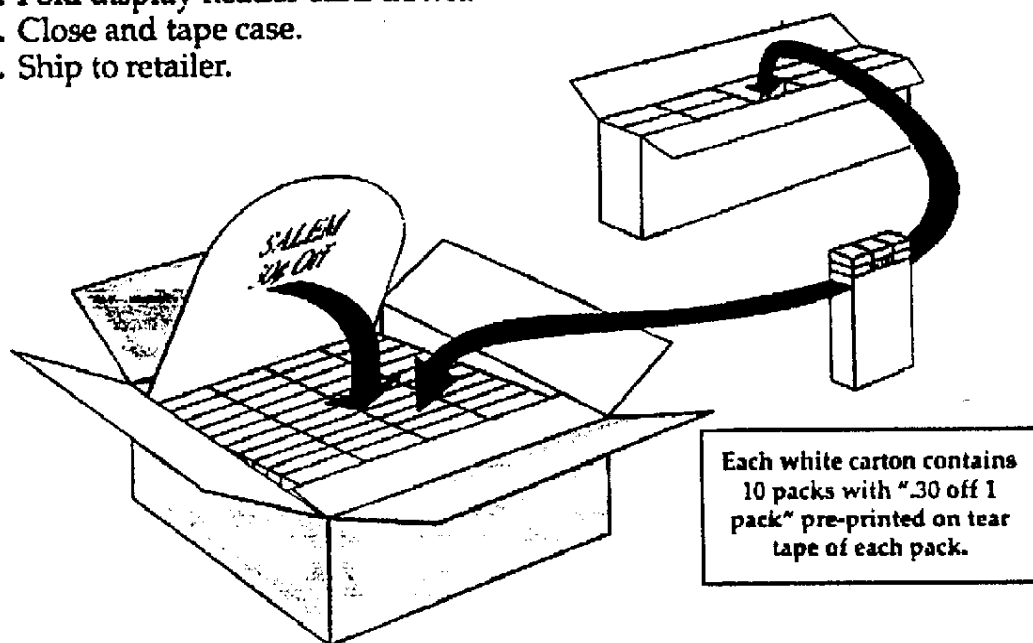
item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

51854 8816

WHOLESALE PACKING INSTRUCTIONS**SALEM TEAR TAPE 3RD QTR.'98****August SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item# 541964

MSA Promotion Reporting Description: SAL 98 30/1 PK

Brand Style	King	100	LT King	LT 100		
Number of Cartons	Ship Number As Indicated					

51854 8817



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF/PACK

\$3.00 OFF/CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALE FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALE WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51854 8818